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UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND
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CONVENTION CONCERNING THE PROTECTION OF THE WORLD
CULTURAL AND NATURAL HERITAGE

World Heritage Committee

Fifth Ordinary Session

Sydney (Australia), 26-30 October 1981

Item 8 of the Provisional Agenda : Public information activities

Introduction

1. The World Heritage Committee at its fourth session (Paris, September 1980) took note of the public information activities undertaken during the preceding year and emphasized the continued importance of such activities in promoting world-wide awareness of World Heritage sites and in implementing the Convention. During the period September 1980 - September 1981, the Secretariat proceeded with the following activities.

Activities undertaken

Brochure

2. The revised version of the explanatory brochure on the World Heritage Convention, aimed at decision-makers of all countries, was printed in Spanish, Arabic and Russian. The brochure has been widely disseminated and requests for it are being received continually.

Expenditure \$10,885

Photo Library and World Heritage Sites

3. The Secretariat has continued to expand and improve upon the photo library of World Heritage sites. However, in spite of the generous efforts of States Parties to the Convention, National Commissions, Unesco Delegations and a number of individual donors, only about

one third of the material contained therein is suitable for promotional use. The reason for this is that many sites are extremely difficult to photograph well and most professional photographers or photographic agencies demand high fees for reproduction rights. Requests for material are constantly received from journalists as well as from certain museums for temporary exhibitions and these are being fulfilled to the best of the ability of the Secretariat.

Expenditure \$1,650

4. Pictures of twelve World Heritage sites were displayed at an exhibition called "Save our cultural heritage", organized by the National Federation of Unesco Associations in Japan and the Japanese Exhibition Association in collaboration with Unesco as part of "Exposition Portopia '81" which took place in Kobe, Port Island, Japan, from 19 May 1981 to 15 September 1981 and also at the Unesco Pavillion at "Expo Man and His World", organized by the city of Montreal in Canada from 21 June 1981 to 1 September 1981.

5. The Company for international trade and promotion in Hungary (IPV) is preparing a book of photographs on World Heritage sites. This book will be published in eight languages and 25,000 copies printed for a total cost of \$250,000 to be financed entirely by IPV. Many of the photographs to be used in this book have been provided by the World Heritage photo library. A percentage of the sales of the book will be donated to the World Heritage Fund ; furthermore, the photographs in the book will later be enlarged and mounted to serve in a traveling exhibition entitled "World Heritage Sites".

Slide Series

6. A series of forty-eight slides of World Heritage sites with commentary will be on sale by mid-October 1981. The announcement and order form for the series will be widely distributed. One thousand sets were produced and will be sold at the price of FF50 per set.

Expenditure \$7,250

Stamps

7. A postage stamp representing the site of Tikal in Guatemala has been designed by the artist Manfred Ebster at the request of Unesco. This design will be made available to members of the Committee at its fifth session. It is proposed to submit the design to the members of the Universal Postal Union (U.P.U.).

Expenditure \$1,000

8. As far as national initiatives are concerned, the Ethiopian postal service has issued twelve stamps depicting World heritage sites for which the Secretariat provided the photographic material. These include : L'Anse aux Meadows National Historical Park and Nahanni National Park in

Canada, Aachen Cathedral in the Federal Republic of Germany, Quito and the Galapagos Islands in Ecuador, Simen National Park and the Rock Hewn Churches of Lalibela in Ethiopia, Wieliczka Salt Mine and the Historic Centre of Cracow in Poland, the Island of Gorée in Senegal and Mesa Verde and Yellowstone National Park in the United States of America.

Commemorative Glass and Silverware

9. Upsala Ekeby informed Unesco in a letter dated 21 August 1981 that it has investigated ways to market the engraved crystal-glass vases in the United States of America and in the Federal Republic of Germany, but has found no interest for the projects on these markets and has no sales to report to date. The firm has therefore decided to abandon the project.

Media contacts

10. The media have shown increasing interest in the World Heritage Convention. A number of interviews have been given to journalists from press and radio which, as far as the Secretariat can see from copies received, have resulted in articles in the press. Several photographic agencies and publishers have enquired about the possibility of doing photo stories or books on the subject.

World Heritage List

11. The publication of the book presenting the World Heritage List has been delayed due to the difficulties encountered in the search for documentation on some of the sites and in gathering the photographic material for its illustration. The manuscript of the first volume has been ready since spring 1981. It will be published as quickly as possible as soon as all the photographic material has been assembled. It is proposed to publish this volume in English, French and Spanish, with the greatest possible number of illustrations in colour. Because of the colour illustrations and the publication in three languages instead of the two languages planned, the cost will be higher than the original estimate. The difference between the amount of \$30,000 set aside from the World Heritage Fund will be covered by a contribution from the budget of the Office of the Unesco Press.

Films

12. In addition to a few short films which have been produced by States Parties to the Convention about sites on the World Heritage List ("Quito School of Art" and the "Quito Historic Centre" Ecuador, "Sopocani", the "Palace of Split" and the "Natural and Cultural Riches of Ohrid", Yugoslavia), a film has recently been produced by Vermont Educational Television and the United States National Park Service on the World Heritage Convention, itself, entitled "Legacy for a Small Planet : the World Heritage Convention". The Secretariat hopes to make this film available for viewing at the fifth session of the Committee. Several other national film companies have also expressed an interest in preparing films on the World Heritage Convention. The Secretariat has offered its co-operation to these companies but has not yet received any definite proposal.

Poster

13. Due to the heavy workload it has not yet been possible to prepare a poster. The possibility of adopting the World Heritage Convention as the theme of the 1983 Unesco Calendar (which is produced in the form of a poster) is under consideration.

Radio spots

14. In 1978 and 1979, the Unesco Press and Audio-visual Information Service prepared some short news spots in English and in French concerning the sites on the World Heritage List. Two new short radio programmes, one in English and one in French, devoted to the decisions taken at the fifth session of the World Heritage Committee will be prepared in November 1981. Since this activity is financed from the regular budget of the Office of Public Information no contribution from the World Heritage Fund is required.

Promotional activities on a national level

15. On the national level, States Parties to the Convention have taken an increasing active role in making the Convention and sites on the World Heritage List better known to the public. As far as the Secretariat has been informed, plaquing ceremonies have taken place in 1981 at Ouro Preto in Brazil, Paphos in Cyprus, Bryggen in Norway, and in Ngorongoro Conservation Area in Tanzania for the Serengeti National Park-Ngorongoro Conservation Area Fiftieth Jubilee, as well as in Tunisia at Carthage and in the United States of America at the Grand Canyon and Mesa Verde.

16. The government of Cyprus produced a brochure on Paphos for distribution at the site. Canada has prepared a slide show on Dinosaur Provincial Park. Tunisia is preparing a series of post-cards on World Heritage sites to be distributed under the heading "World Heritage, Unesco".

Postcards

17. Individual postcards of most of the sites on the World Heritage List do, indeed, exist ; however, the Secretariat tried to promote the production and sale at the sites of series of cards representing a number of World Heritage sites situated in different countries. At the fourth session of the Committee the Secretariat requested information on existing arrangements for the sale of postcards at World Heritage sites. So far the Secretariat has received responses on this subject only for the Canadian sites and for Mesa Verde.

Future activities

18. Over the past few years, the Secretariat has encountered certain difficulties in carrying out public information activities because of the considerable time consumed by this task, at which a consultant has been working full time since March 1980. This is only one aspect of the problem, however. The Secretariat feels that it is extremely difficult at the international level to reach out to all the possible interest groups which should receive this information.

19. It is therefore considered essential at this stage that article 17 of the World Heritage Convention be implemented, i.e. that the States Parties encourage the establishment of national public or private foundations or associations. In addition to fund raising activities, such foundations or associations could play a vital role in creating an awareness of and support for the objectives of the Convention. They would be in a position to adopt (and translate) the information materials produced by the Secretariat to the specific requirements of various categories of people in their country and have better access than the Secretariat to the national infrastructures by which the information could be disseminated.

20. The Secretariat considers therefore that one of its main tasks for the years ahead should be to encourage and facilitate the establishment of national foundations or associations in support of the World Heritage Convention. Thus, in June 1981, in a circular letter to all the Member States of Unesco, the Director-General drew their attention to article 17 and encouraged Member States to take measures at the national level to make the Convention better known among the various public and private bodies which are interested in problems of conservation and by the public at large.

21. In addition, it is proposed that those public information activities which are under way be continued as follows :

a) Photo library

The Secretariat will seek to enlarge the collection of photographic material and to respond to the numerous demands received. It should be noted that selecting and registering material to be dispatched and ensuring its return is particularly time consuming.

\$5,000

b) World Heritage List

The second volume presenting additional World Heritage sites will be prepared for publication in English, French and Spanish.

\$34,400

c) Slide series

If the first series of slides is well received and sells well, it is proposed to produce reprints and to prepare a second series on other World Heritage sites.

\$15,000

d) Poster

A poster will be prepared, preferably for production in the form of the 1982 Unesco calendar.

\$7,500

Activity	Breakdown of budget allocated in 3rd and 4th sessions \$	Expenditures 1980 - 1981 \$	Balance 1980-1981 \$	Breakdown of total budget proposed for 1980-1981 \$
Procure	2,800	10,885	(- 8,085)	-
Media Contacts	5,000	-	+ 5,000	5,000
World Heritage List	39,000	4,600	+ 34,400	64,000
Photo library	7,045	1,650	+ 5,395	5,000
Stamps	6,000	1,000	+ 5,000	3,000
Slide series	7,750	7,250	+ 500	15,000
Postcards	4,000	-	+ 4,000	-
Posters	7,500	-	+ 7,500	7,500
Miscellaneous	6,905	-	+ 6,905	500
TOTAL	86,000	25,385	+ 60,615	100,400

minus balance from 1980-1981 60,615

proposed additional allocation 39,785

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